

**President's Board of Advisors on Historically Black Colleges and Universities**

**Meeting of September 11, 2019**

**Renaissance Downtown Washington DC Hotel**

**Renaissance East**

**999 9<sup>th</sup> Street, NW, Washington, DC 20001**

**9:30 AM – 2:00 PM EDT**

*A complete transcript is available upon request*

**Advisors present**

Johnny C. Taylor, Jr., Chairman

Aminta H. Breaux (late arrival)

James E. Clark

Phyllis Dawkins

Rodney A. Ellis

Marshall C. Grigsby

Billy Hawkins

Ronald A. Johnson

Nickolas Justice

Harold L. Martin, Sr.

Bernard J. Milano

Connie Rath

**Advisors absent**

Jerry Hunter

Kevin W. Williams

**White House Initiative on Historically Black Colleges and Universities Staff**

Johnathan M. Holifield, Executive Director

Sedika Franklin, Designated Federal Official

Arthur P. McMahan, Senior Associate

Director

**White House Speakers**

Ja'Ron K. Smith, Deputy Assistant to the President, Office of American Innovation, Executive Office of the President

Scott Turner, Executive Director, White House Opportunity and Revitalization Council

**Other Federal Presenters**

Jennifer Shieh, Assistant Director for Entrepreneurship, White House Office of Science and Technology Policy

Francine Alkisswani, Telecommunications Policy Analyst, National Telecommunications and Information Administration, U.S. Department of Commerce

**White House Attendees**

James Redstone, Domestic Policy Council

### **Call to Order and Roll Call**

The President's Board of Advisors met in the Renaissance East Ballroom, 999 9th Street, N.W., Washington, D.C., at 9:30 a.m., Johnny C. Taylor, Jr., Chairman, presiding.

Chairman Taylor recounts the events of September 11, 2001 and asks that we all remember and acknowledge those who paid the ultimate sacrifice that day as we pause for the Pledge of Allegiance.

The parties met, pursuant to the notice, quorum established 11 members present at the time of the roll call. Aminta Breaux arrived at the lunch hour for the remainder of the meeting.

Ms. Franklin request a call to certify the meeting minutes from the June 13, 2019 advisory meeting. Dr. Dawkins motioned for the approval of the minutes, which was then seconded by Dr. Clark and unanimously favored by all.

The June 13, 2019 meeting minutes are marked final and certify with signature by Chairman Taylor.

### **Welcome Remarks**

#### **Johnny Taylor, Chairman**

Acknowledges Dr. Breaux's late arrival is due to commencement and that Mr. Hunter notified the chair that he'd be absent due to a medical procedure that day.

Reflected on the activities and conversations of the preceding days, recalled that the group decided to focus on 3 pillars:

1. public-private partnerships;
2. opportunity zones; and
3. infrastructure.

Recalled President Trump's speech at the 2019 HBCU Week Conference, stating that "more than half of the nation's HBCUs are in opportunity zones," therefore the advisory council has a window of opportunity to take advantage of the new initiative and the meeting agenda include discussion and conversation.

Commented that he and his staff at the Society for Human Resource Management will convene a meeting of HBCU Presidents plus a member of their staff to spend 1.5 days on Opportunity Zones, in-depth.

**Ask:** Executive Director Holifield -- plan for the U.S. Department of Treasury, industry and funders to be part of that meeting.

"...to be clear, it is not a federal government convening." "...we are going to fund it and pay for it as an example of a public-private partnership."

### **Member Opening Comments**

Chairman Taylor: “We’ve had a wonderful, wonderful HBCU week that, you know, culminated yesterday with a presentation by the President of the United States, the first ever to appear at HBCU week, and the room was packed and the energy was good.”

Dr. Johnson: Congratulated Initiative for putting on a thoughtful content-rich, well organized gathering. Thought it represented the real clear sense of support for HBCUs.

Dr. Hawkins: Echoed Dr. Johnson’s sentiment, recalled conversations with HBCU scholars regarding their conference experience and asked if this was the first time a U.S. President spoke at the convening. Chairman Taylor confirmed that he believed that President Trump is the only president to have done so.

Ms. Franklin confirmed that the remarks were live streamed by NASA and will be posted to the Initiative webpage.

Mr. Justice: Complimented the federal agencies for coming with action-oriented themes that really show the execution of the President's executive orders.

### **Discussion of Opportunity Zones**

Exploration of possible role of PBA to help convene Opportunity Zone-related technical assistance and public-private partnership prospects that might benefit HBCUs.

### **Best Practices, Bruce Katz, The New Localism**

Chairman’s introduction: “Bruce Katz is with an organization called The New Localism, and literally is one of the foremost thought leaders and experts on this new product called -- or new opportunity called an opportunity zone.”

Begins with slide presentation, entitled “How Opportunity Zones are Driving a New System of Community Wealth.” (Appendix)

- Provision in 2017 tax law from legislation that was co-sponsored by Cory Booker and Tim Scott, the Investing in Opportunity Act.
- Enables people of corporations with capital gains to defer, reduce, or eliminate capital gains taxes if they invest in a qualified opportunity fund, which then invests in an opportunity zone.
- Legislation directs governors to designate a quarter of eligible census tracts -- and by eligible census tracts, and mostly were criteria relating to poverty statistics or income statistics.
- 50 governors and Puerto Rico designated 8762 opportunity zones.
- Many HBCUs are either totally covered as opportunity zone tracts or partially

covered.

- Develop an investment prospectus: (1) Enables a city or a zone to communicate their access, their advantages, basically make their pitch, as to why someone would invest in this place and what kind of projects are investor ready and community enhancing. (2) Enables stakeholders in the community to both unlock local capital but also then attract national capital. (3) Enable a consensus on reality as to what is investable in your community or in your zone.
- HBCUs, because of your stature on many of your communities, a legitimate, valid community vehicle for organizing stakeholders around investment.
- Data is important. Unveiling your assets are important. But organizing a multi-sector group, government, other universities, philanthropy, corporations, and high net worth individuals, organizing capital is really the end game of the prospectus tool.
- Categories of zones (Typology) matter—“HBCUs together almost form like a particular kind of asset class or investment sector because my perception is you're more similar than you are different in terms of, you know, what your footprint looks like, you know, what the ratio of jobs to residents look like and what the kind of economic investable opportunities might be.”
- Recommendation:
  1. Start with an Investment Prospectus that focuses on local capital, local debt, local wealth, local subsidy.
  2. HBCU offer certain kinds of economic opportunities or investable deals that the rest of the city wouldn't be offering, student housing, for example. As a network of HBCUs, aggregate all the different universities into sort of a super asset class.
  3. Work with someone, a “deal jockey” who understand how to marry private equity that's looking for returns with conventional debt or concessionary debt or local subsidy.
  4. Develop a 7 to 10-page HBCU prospectus writ large and then a capacity addition.
  5. Think about the HBCUs being a platform for gathering, cohering, stewarding networks in your communities and your states.

### **Member Comments**

Dr. Martin: Conversation on opportunity zones should be much larger than just housing. “Much more progressive way that changes the outcome and long-term successes of our communities.”

Mr. Justice: “...make a note that this impacts our academic education as well in our schools of management, and business and we should be taking advantage of that next generation to learn how to do this and become a part of that economic engine in our nation, as well.”

Dr. Johnson: Need to look at capital stack itself.

Dr. Dawkins: There are many ways that we can group our institutions as we prepare a prospectus. “A strong opportunity exists for St. Aug's, Shaw, and North Carolina Central, particularly Shaw and St. Aug's, they're right downtown Raleigh. In Greensboro, Bennett and North Carolina A&T are within two minutes of downtown Greensboro. And though some of the schools are not downtown, they're within 50 miles radius of each other, like Jarvis, Wiley, Texas, and Southern Shreveport.”

Chairman reiterates that his company will convene a meeting in the next few months to further explore opportunity zones for HBCUs.

### **The Administration**

#### **Ja’Ron Smith, Office of American Innovation**

There is a lot of momentum for the White House to continue our partnership with HBCUs in two very significant ways:

1. using our convening power and working with state governors to figure out a strategic plan for the HBCUs that are in opportunity zones.
  - a. Looking in November to start doing some of those convenings. We would love to be on the road with Johnathan Holifield and work directly with the PBA on a strategy on what makes the most sense.
2. White House Opportunity and Revitalization Council wants to be able to formalize that with a strategic plan and being able to present that plan maybe at the next PBA meeting just to inform the public who also want to participate because there's no monopoly on ideas.
3. A follow up from what maybe OSTP came here to talk about, about research and development dollars going into some of these schools that are at HBCUs.

Chair Taylor informs Administration staff that “The Society for Human Resource Management is going to host a convening of HBCUs to do a real deep dive on opportunity zones, and we're bringing in experts, tax people, deal people, funders, et cetera.”

#### **Scott Turner, Executive Director, White House Opportunity and Revitalization Council**

- Informs that convenings in HBCU communities are open to HBCUs per the executive order.
- Encouraged continued engagement that is important in the success and long-term sustainability of these initiatives.

### **Federal Presentations**

- Brief overview of federal HBCU competitiveness strategy framework and initial impressions- Johnathan Holifield
  - overarching expectation: Strengthen the role of institutions in sustaining and

increasing our competitiveness and improving standards of living for the students and communities they serve, competing better, improving standards of living.

- Overarching draft goal: To improve the conditions under which HBCUs compete for top federal and non-federal public and private sector opportunities improving the conditions under which we compete.
  - Four broad strategies:
    1. Cultivate within the federal structure an ecosystem, an HBCU competitiveness ecosystem empowered by the White House Initiative on HBCUs as facilitator;
    2. Position federal agencies to perform the kind of high-leverage interactions within their agency that support the ecosystem;
    3. improve federal agency competitiveness processes, activities, opportunity exploration, and sustained implementation; and
    4. strengthen federal agency HBCU competitiveness strategic planning, goal setting, metrics, and reporting requirements.

#### **Member Comments**

Dr. Clark: Request handout about Federal Competitiveness Strategy; insert more language that holds agencies accountable; incentivized and motivated; Brings up concept of dashboard or scorecard development that identifies how much money have you put in HBCUs, how many HBCUs are you working with and what's the name of the projects? Tracking progress towards a goal.

Mr. Justice: Focus on setting conditions for success not specific quantifiable achievements and look at the opportunities over time in a road map fashion.

Dr. Hawkins: Same conversation has been had for past 18 years—Requests they develop a different strategy to make progress in the area.

Chair Taylor: Recommends possible selecting 2-4 agencies to work with and match HBCU capabilities and provided a historical example on experience explaining the frustration of HBCU presidents.

Dr. Johnson: Believes it is a combination of both an implementation plan and a dashboard, but the implementation plan should address the need to bring in someone who can handle contract accounting and a way to hold agencies accountable for meeting goals.

Dr. Breaux: Suggests “we look at the full picture, create the dashboards, use the framework, and then begin working.” Use new technology, not available in the past to build and collect the dashboard data. Suggests communication strategy will help to close feedback loop.

Mr. Grigsby: Points out that “there ought to be, at least from this body, a recommendation of suggesting of what the consequences are for agencies that do not develop adequate relationships with HBCUs.” Also points out that without consequences for noncompliance, not much will change.

Dr. Dawkins: Identifies a need for “human infrastructure” to allow institutions the capacity to respond to grants.

### **America’s Academic Research Enterprise, the Federal 5-year STEM Education Plan and the Federal Research and Development Budget Priorities**

**Jennifer Shieh, assistant director for entrepreneurship at the White House Office of Science and Technology Policy**

HBCU competitiveness -- making sure that HBCUs are included in the fact that in order for the U.S. to maintain global competitiveness we are making use of incorporating and including all of the talent and the assets that we have invested in as a Federal Government, as taxpayers.

Visit [performance.gov](https://performance.gov) to access President's management agenda and cross-agency priorities.

Fiscal Year '21 R&D budget priorities memo Lab to Market key strategies

1. reducing regulatory burdens and making administrative improvements
2. enhancing private sector engagement
3. workforce development
4. entrepreneurial training for the federal workforce

### **Minority Broadband Initiative (Alkisswani)**

The National Telecommunications and Information Administration (NTIA) plans to launch a new Minority Broadband Initiative (MBI) focused on solving broadband deployment challenges in vulnerable communities.

Requests Board support to ensure HBCUs are at the table as hubs for 5G deployment and capabilities.

### **2019 National HBCU Week Conference**

Executive Director Holifield provided quick reflections about the 2019 HBCU Week Conference and thanked Administration officials and the President for their support and participation in the week’s events.

### **Group Discussion on Title III**

Mr. Grigsby:

- Administration has increased support for HBCU's and Title III
- There needs to be a view toward the future, toward developing and accessing appropriate metrics for assessing impact.
- One provision is set to expire at the end of the fiscal year 2020.
- Part F funding represents \$85 million for the HBCU community.

Dr. Hawkins:

- Title III major source for HBCUs.
- Elimination of Title III would be major blow.
- When questions about elimination rise, we must note its importance as a part of HBCUs.
- Recommends using UNCF research on HBCUs instead of reinventing the wheel.
- Look to history to identify how funds were more flexible.

Mr. Justice:

Recommends workshop to further align opportunities and metrics.

Dr. Breau: Expressed concerns on timeline, stressing that “We Need to Plan... We need to start to take steps now.”

Chairman mentioned that the missions of the advocacy groups is to address these concerns early with the executive and legislative branches of the government.

Dr. Johnson states that Title III funds should be mapped to what the schools need. Title III supports innovation and suggested “thoughtful exercise when evaluating and developing indicators of performance.

#### **Public Comment**

- Written Comment from Suzanne Walsh, president of Bennett College  
How can we follow-up on Bruce Katz's idea to have HBCUs as a super asset class or some type of investment group?
- John Jordan, Jr. economic lead for Remix the Soul of Innovation commented on Bruce Katz’s understanding of the term platform.
- Lodriguez Murray, vice president of the public policy and governmental affairs at UNCF commented on the status of Title III funding and legislative actions currently underway.
- Lynn Williams, president and CEO of Bridge Enterprises commented on National HBCU



Week and Virginia opportunity zones.

- Leonard Haynes, senior advisor at the U. S. Department of Education commented on the national conference and spoke to the need to educate many on Title III as an institutional grant program.

### **Final Comments**

Dr. Breaux: Challenge is to broaden discussion and ensure that colleagues understand what's being addressed in meetings. Would like to continue to bridge conversations to help HBCUs along.

Dr. Johnson: Government budgets changing and it's possible a recession will come so there's a need to address concerns about Title III and funding now. Stresses the need to understand differing perspectives as we all work toward a common goal. (Christmas Tree metaphor)

Mr. Justice: "... there is a tremendous legacy that we're all dealing with that is just rich in culture, rich in our nations value system. And that we need to not neglect that."

Dr. Ellis: HBCUs should be drivers of investments in projects that serve both the community and the institution. Trust is key. Ensure all parties share in positive impact as well as capital generated in opportunity zones. Need for Balance. There are opportunities for commission to provide federal agencies with recommendations to further align their plans and for HBCUs to become more creative in meeting those needs.

- Question: How will the commission manifest the conversations and recommendations into actual policy?

Dr. Rath: Looks forward to how quickly commission can translate conversations into quality experiences for students and schools.

Dr. Dawkins: Human component is important. Timeliness and implementation of projects are important especially regarding mandatory renewals of funding (i.e., Title III).

Dr. Hawkins: Keep pushing the facts about HBCU success and continue to strive for results. Current leadership is key to this effort. Invited commission to building ribbon cutting supported by funding from USDA.

Dr. Clark: "Let us set goals and let's make sure we measure and track those goals." Be accountable to those goals. Invited commission to building ribbon cutting supported by funding from USDA.

Dr. Grigsby: Important to develop/suggest workable models for those not a part of the discussion. Realize not all situations are the same. Commission has a responsibility to help others see how some models work as a result of deliberations.

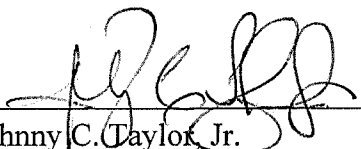
Chairman Taylor: Thanks all, acknowledges staff at SHRM and notes that “just because you didn't attend an HBCU doesn't mean you're not interested and you're not an advocate for these wonderful historical institutions.”

Asked that SHRM team work to schedule convening of presidents before the end of the year.

### **Adjournment**

Chairman Taylor requested a motion to adjourn at 2:28 p.m. Dr. Breau moved to adjourn. Mr. Justice seconded. All were in favor.

I certify the accuracy of these minutes.

  
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Johnny C. Taylor, Jr.  
Chairman

2/14/2020  
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Date